

NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION (REGION 7)

Pacific Southwest Regional Medical Library (PSRML)

Quarterly Progress Report

February-April 2002

University of California, Los Angeles,
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**Quarterly Progress Report
National Network of Libraries of Medicine, Pacific Southwest Region
February-April 2002**

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services
 - Several libraries in the Pacific Southwest Region joined the beta test for LinkOut to SERHOLD data. Julie Kwan promoted the experimental service, fielded questions, and provided assistance to these network members throughout the quarter. Libraries participating in the experiment are very excited about being able to link seamlessly to journal holdings information from article level results in PubMed.
 - A new page on the PSRML web site—"Need an Article?"—will help us in consulting with health professionals and members of the general public who are looking for Loansome Doc or other document delivery providers. (The page is linked through the Quick Links on our home page.) PSRML no longer maintains a regional listing of Loansome Doc providers and now relies entirely on this new page and the Find a Library search.
 - Loansome Doc service is offered by 207 libraries in the Pacific Southwest Region.
2. Assessing the needs of health science libraries
 - Julie Kwan attended two meetings of Kaiser Permanente librarians to learn more about their concerns and to give presentations and demonstrations of LinkOut and PubMed's Cubby. She visited the Southern California librarians on February 13, 2002, and the Northern California librarians on March 1, 2002.
 - Julie Kwan visited the RAND Library in Santa Monica, California, on February 22, 2002. RAND conducts considerable health care research. The Library is an Affiliate Member but had not been a DOCLINE participant. Consequently, the Library had difficulties borrowing materials from NLM. As a result of this visit, the RAND Library is now an active DOCLINE participant, currently as a DOCLINE Borrow-Only Library. RAND Library staff are delighted with web delivery and with the speedy response they are getting from NLM and Resource Libraries.
 - Cheryl Bartel began a ten-week internship with PSRML. A second year student with UCLA's Department of Information Studies, Cheryl will be developing PSRML web site content for geographic resources. Our intention is to improve PSRML staff understanding of the areas we serve as well as to provide tools to assist network members in developing outreach programs for their communities. Julie Kwan is supervising Cheryl's internship. During the quarter, Cheryl scheduled interviews with each PSRML staff member to learn about our areas of responsibility and about which web sites have been most useful.
 - Andrea Lynch and fellow students from the UCLA Department of Information Studies observed PSRML operations and interviewed staff for their class on Special Libraries and Information Centers. The students were able to attend several NN/LM teleconferences during their team project.

- Kay Deeney and Julie Kwan attended the annual meeting of the Hawaii-Pacific Chapter of the Medical Library Association in Honolulu on April 12, 2002. The speaker at this meeting was Michael Homan, Past President of the Medical Library Association. This meeting offered an opportunity to learn about local conditions and issues and to strengthen relationships with these network members. Two PSRML workshops were offered in conjunction with this meeting (see II.3).
- Julie Kwan visited several Primary Access Libraries in Hawaii on April 15, 2002: Tripler Army Medical Center Library, Kaiser Permanente Library, and St. Francis Medical Center Library. On April 16, 2002, she met with staff of the Hawaii Medical Library to discuss funding opportunities, particularly PSRML outreach opportunities.
- Kay Deeney visited University of Hawaii at Manoa, Public Health Library, and Hawaii Medical Library on April 15, 2002.
- On April 16, 2002, Julie Kwan met with Cathy Wasem, Senior Public Health Advisor, Office of Pacific Health and Human Services, US Public Health Service, and Robert Tucker, Executive Director of the Pacific Islands Health Officers Association (PIHOA) to discuss health information needs in the US-Associated Pacific Islands.
- Kay Deeney participated in an RML teleconference with outreach and education coordinators on the topic of an advanced PubMed workshop.
- The following videotapes and audiotapes circulated to network members during the quarter:

Videotapes/CD-ROMs/DVDs:

MLA: *Sync or Swim -- Managing the Flood of PDAs in Health Care* – 8

MLA: *The Effects of E-Journals on your Library* – 2

Libraries, Copyright and the Internet – 3

Copyright in the New Millennium – 3

Audiocassettes:

Medical Library Association 2001 Annual Meeting and Exhibit – 12

3. Managing the NN/LM network membership program for the region

- Membership certificates were mailed March 1, 2002, to 317 libraries that were the first respondents to our membership renewal drive. Along with the certificate we included a PSRML mouse pad. Of the formally renewed members, 271 are DOCLINE participants, who are Full Members, and the remaining 46 are Affiliate Members. This represents a 51% renewal rate of our region's members for the initial part of this program. We began a follow-up project that will continue into the next quarter.
- According to DOCUSER, Region 7 has a total of 632 Network members: 230 Affiliate and 402 Full members. We recently changed the membership status of all non-DOCLINE participants to Affiliate.
- PSRML received applications from two public librarians as a result of the NN/LM recruitment effort at the annual meeting of the Public Library Association in March 2002. Both were contacted for additional information, but neither responded. One possible explanation is that the applicants thought they would become members as individuals.

PSRML has suggested that in the future the application form indicate clearly that the library is the NN/LM member, not the librarian.

- The web-based application for Affiliate Membership was redesigned to include only essential DOCUSER fields. This was based on the membership application form developed for NN/LM use at the Public Library Association meeting, with the addition of the form of name for the membership certificate.
- PSRML is considering several options for including public libraries in the Pacific Southwest Region as members in the NN/LM. Since California alone has several thousand public libraries, it may not be reasonable to pursue individual membership for each. At the outset, we will target membership for each state library and possibly for each library district. We will also target public libraries in underserved areas. Enhanced mapping capabilities in the future may help us make decisions regarding strategy and approach.
- We continued a number of small projects to improve DOCUSER data. These included adding county information where none existed and editing records for public libraries to include the new “public” Library Type.
- Julie Kwan presented a lecture entitled “Health Sciences Librarianship” on February 21, 2002, to UCLA Department of Information Studies course, IS 421 (Special Libraries). The lecture included discussion on NLM, NN/LM, PSRML, MLA, health care industry issues affecting health sciences libraries, and hospital librarianship. We hope lectures such as this will assist in the recruitment of health sciences librarians and improve the outlook for staffing in our region.
- PSRML filled requests from 91 network members for NLM promotional items for use at health professional training in PubMed and other NLM resources, community health fairs, open house events, to commemorate National Library week in April, National Doctor’s Day, the UC Davis Festival of Miracles, book sales and to add to individual library consumer health collections. (See also section B.2., for more on network member outreach to public libraries as part of National Library Week.)
- The new booklet, *Guide to NIH HIV/AIDS Information Services*, was promoted on the regional listserv and added to the promotional items request page. Replacement stock for *Health Hotlines* was ordered from NLM’s Specialized Information Services; this has been a popular item our promotional items request page.

4. Implementing the Regional Document Delivery Plan

- Julie Kwan began exploring background issues that will affect the ultimate implementation of the Electronic Funds Transfer System (EFTS) in the Pacific Southwest Region. The first issue examined was sales tax policies. Minutes of earlier meetings were also reviewed to gain a better understanding of issues involved in EFTS.
- PSRML is encouraging electronic delivery of interlibrary loans among network member libraries. However, many members were still confused about what electronic delivery means or how it is accomplished. Because of this, we approached an IT expert to write an article for the next issue of *Latitudes* on the mechanics of electronic document delivery.

- Andrea Lynch has continued her very successful one-on-one consulting with network members on DOCLINE; 6 orientations were performed via telephone during the quarter.
- During this quarter, PSRML staff participated in one NLM DOCLINE teleconference.
- There are currently 375 SERHOLD contributors in the Pacific Southwest Region.
- There are two new DOCLINE participants: RAND Library in Santa Monica, California (CAUGKU), and Argosy University/Honolulu Library in Hawaii (HIUGXC).
- These 2 DOCLINE libraries closed this quarter: Beckman (CAUBII) and Arizona Area Health Education Centers/Lane Johnson (AZUZFG).
- PSRML completed 111 DOCLINE routing table approvals during the quarter.
- There are 27 library groups, including those that are cross regional, recognized in the DOCLINE system. There was one new Library Group added to our region in April: SHLN - Sutter Health Library Network.
- There were 18 requests for DOCLINE holds processed during the quarter.
- Seven libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 83 FreeShare library group members in this Region.
- There is a grand total of 915 FreeShare library group members in the U.S. and Canada.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

<i>Location</i>	<i>SERHOLD Contributors</i>	<i>Borrow-Only DOCLINE</i>	<i>Total Participants</i>
Arizona	42	7	49
California	302	18	320
Hawaii	15	1	16
Nevada	11	2	13
Pacific Basin	5	0	5
Regional Total	375	28	403

5. Meeting responsibilities of Resource Libraries and the RML

- Resource Libraries and the RML continued to meet their responsibilities in providing basic access to health information services and supporting regional NN/LM programs and services.

6. Establishing and maintaining communications

- One issue of *Latitudes*, the PSRML newsletter, was published. The March – April 2002 issue included articles on digital health reference services, announcements of PSRML Express Outreach awards and NLM Internet Connection Grants, an update on membership, and a summary of the PSRML report at the Joint Meeting of Medical

Library Groups of Northern California and Nevada and Southern California and Arizona, along with several brief announcements.

- PSRML web usage summary statistics are:

Month	Visits	Page Views
February 2002	6,996	55,365
March 2002	7,690	58,349
April 2002	7,059	57,653

New web services during the quarter included the “Consumer Health Library Directory,”¹ “Hospital Librarian’s Guide to LinkOut for Libraries,”² “Need an Article?”³ and “PSRML Express Outreach Awards.”⁴ Michael Miller developed a web-based news item posting form on the PSRML Intranet; all PSRML staff can now create and submit news links directly to the news box on the web site front page.

Web usage statistics were incorrectly reported for the previous quarter; the correct figures for November 2001 – January 2002 appear below.

Month	Visits	Page Views
November 2001	8,261	53,997
December 2001	7,970	82,693
January 2002	7,379	56,589

7. Consulting with the Regional Advisory Committee

- The PSRML Regional Advisory Committee met at UCLA on April 23, 2002 (see minutes in Appendix B).
- #### 8. Obtaining feedback from users and recommending ways of improving information access
- Julie Kwan, Alan Carr and Kay Deeney attended the workshop, “Measuring the Difference,” sponsored by PSRML and taught by Cathy Burroughs from the NN/LM Outreach Evaluation Resource Center, on April 24, 2002, the day following the PSRML RAC meeting.
 - Heidi Sandstrom has continued to represent PSRML in working with the Public Health Information Subcommittee of the Arizona Turning Point project. She attended the February 25, 2002, meeting and met with Rhian Evans of Arizona Libraries for the Future on March 15 to develop a needs assessment survey of Arizona public libraries.
 - Via listserv messages, PSRML encouraged network libraries to participate in the Medical Library Association benchmarking survey.

¹ nnlm.gov/hip/chdir

² nnlm.gov/psr/hl_linkout.html

³ nnlm.gov/psr/ld

⁴ nnlm.gov/psr/outreach_award_info.html

9. Providing a computer-equipped training facility
 - The training facility was used by the following groups: UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library, Reference Division; the Biomedical Library, Louise Darling Staff Development Committee; and PSRML staff.
 - Michael Miller installed the Microsoft Office 2000 operating system on the training facility workstations.
10. Conducting or participating in needs assessments and testing of NLM and NN/LM products and services
 - PSRML provided feedback on DOCLINE, MEDLINEplus, and other NLM services during the quarter.
11. Promoting NLM-sponsored grants
 - PSRML staff provided consultation to libraries and organizations writing proposals for the NLM Internet Access to Digital Libraries Grants RFA. This new RFA was promoted via the regional listserv. PSRML also provided assistance during the quarter to applicants for NLM Information Systems Grants.
12. Following up on NLM funded grants in the region
 - PSRML distributed the NLM RFA on Scalable and Wireless Information Infrastructure Applications in Healthcare to potential applicants.

B. OUTREACH PROGRAMS

- PSRML announced the regional Express Outreach Awards, with an initial two rounds of funding (application deadlines of March 29, 2002, and June 28, 2002); we anticipate making up to eight awards for up to \$6,000 per award. The web-based application form includes a short questionnaire on the project objectives and activities, target audience, and applicant data; a qualifications checklist; and a budget form.
- Heidi Sandstrom attended the April 19, 2002, meeting on Native American outreach in Salt Lake City. Convened by the Midcontinental Region RML, the meeting brought together RML staff from four regions, staff from resource libraries in the Four Corners, and Tribal Connections project personnel for the purpose of networking and planning collaborative outreach.
- Elaine Graham met via teleconference on March 13, 2002, with David Bodinhamer and Karen Frederickson at the new NN/LM Mapping Center, University of Indiana, to provide input on regional needs and the center's initial requirements document.

1. Outreach to Health Professionals

- Julie Kwan presented a lecture entitled “Keeping Current with the Literature” to Epidemiology 411 (Research Resources in Epidemiology) on March 13, 2002. This graduate-level course is offered through the UCLA School of Public Health. The lecture featured tools and techniques on keeping up to date such as PubMed’s Cubby.
- PSRML hosted the Children’s Environmental Health Satellite Teleconference on March 21. Faculty from the UCLA School of Nursing and students from the Pediatric Nurse Practitioner program attended this conference, along with Heidi Sandstrom. Unfortunately, they were unable to view the satellite broadcast because of technical problems at the facility; tapes of the broadcast were subsequently sent to these attendees. A copy of the videotape was added to the PSRML network lending collection as well.

2. Consumer Health Information Services

- PSRML enlisted the participation of network members to promote NLM electronic resources to public libraries. They enthusiastically responded to our call to visit their community public libraries during National Library Week, April 14-20, 2002. Over the course of one month, 53 Network members requested NLM and NN/LM health information materials and promotional items to distribute to diverse groups of community partners. Requests came from throughout the Pacific Southwest Region. One network member located in Korea, the Medical Library of the 121st General Hospital, US Army, shared these special comments about his goals for the week:

"We intend that the items be offered for the library users to promote health information access. And this special program on National Library Week will be carried out to provide high quality information services to providers in this Army command base."

- In addition to reaching out to their community libraries, NN/LM members also held Library open houses at their respective medical centers, hosted health fairs, and celebrated National Doctor's Day (March 30, 2002) and Special Librarians Day (April 18, 2002).
- In total, PSRML distributed over 10,000 items, including NIH *Health Hotlines* booklets, MEDLINEplus bookmarks, NLM and MEDLINEplus pens, HealthInfoQuest postcards, MEDLINEplus posters, and MEDLINEplus screen swipes. All requests for health information materials were filled, free of charge, from orders submitted to our PSRML promotional items website.⁵
- In December 2001, PSRML received an outreach project proposal from the Arizona Health Sciences Library, University of Arizona: “Health Information for Arizona’s Tribal Nations.” This project was included in the PSRML proposal for use of NN/LM

⁵ http://nnlm.gov/psr/promo_items.

Year 1 unexpended funds, submitted in January 2002. Consideration of unexpended funds requests took place in April, and after discussion with the National Network Office, PSRML requested that AHSL modify the budget, schedule and scope of work to reflect the anticipated level of available funding. PSRML expects to be able to make an award in the next quarter so that AHSL will be able to begin the planning phase of the project by July 1, 2002.

- Julie Kwan attended a session on health literacy at the American Medical Association's Leadership Conference in Century City, CA, on March 9, 2002; there she met staff from California Literacy, a newly-launched literacy program.
 - On March 26, 2002, Heidi Sandstrom met with Christina Mayberry, a graduate student at UCLA's Department of Information Studies to talk about consumer health information resources and services, and the role of NLM and the NN/LM in enhancing public access to health information. Ms. Mayberry will be interning at a Los Angeles County public library during the 2002 Spring Quarter.
 - On April 15, 2002, Elaine Graham and Heidi Sandstrom met with Patrick Newell, Systems Librarian at California State University, Fresno, to hear his ideas for enhancing public access to local health information in the Central Valley of California. We will be following-up on possible funding avenues for this outreach project.
 - Heidi Sandstrom and Nancy Press facilitated the Consumer Health Coordinators Teleconference on February 12, 2002. Heidi drafted a proposal for consumer health fields in DOCUSER that was distributed prior to the teleconference, presented and discussed at the teleconference, and then forwarded with comments to the DOCLINE Interface Review Team (see Appendix C).
 - Work continued on the foreign language consumer health digitization project, although competing priorities did not allow as much progress as planned.
3. Training to Support Electronic Access to Health Information (See Outreach Reporting Forms in Appendix C for additional details on location and attendance.)
- Julie Kwan and Kay Deeney presented two PSRML workshops in conjunction with the Hawaii-Pacific Chapter of the Medical Library Association annual meeting in Honolulu: "Introduction to Consumer Health Information" and "Making PubMed Work for You."
 - PSRML offered two workshops at the joint meeting of the Association of Independent Information Professionals (AIIP) and Southern California Online Users Group (SCOUG) in Long Beach: "Introduction to Consumer Health Information," taught by Heidi Sandstrom, and "Making PubMed Work for You," taught by Kay Deeney.
 - Training sessions were conducted at two public library sites in the Cascade Pacific Library Network region this quarter: Chico and Redding. The portable LAN was used for the demo/hands-on portion of the training.
 - PSRML and the Northern California and Nevada Medical Library Group co-sponsored a workshop, "Developing Database-Driven Content for Your Web Site," March 22, 2002, taught by Brian Westra.

4. Exhibits and Presentations at Meetings

- PSRML exhibited at the National AIDS Update Conference in San Francisco, March 20-22, 2002. Network members Doug Varner, California Pacific Medical Center, and Clair Kuykendall, University of California, San Francisco, volunteered to assist in staffing the booth.
- Network member volunteers at the National Science Teachers Association Convention, March 27-31, 2002, were Judy Bube, University of Irvine; Jennifer Reisswig, University of California, San Diego; and Dominique Turnbow, UCLA graduate student.
- Network member volunteers at the Primary Medicine Today West 2002, Conference & Exhibition April 4-6, 2002, were Judy Bube, Science Library, University of California, Irvine; Mary Linn Bergstrom, Biomedical Library, University of California, San Diego; Dennis C. Ritchey, Kaiser Permanente Drug Information Service, Downey.
- On March 13-15, 2002, Heidi Sandstrom and Kay Deeney assisted NLM with exhibiting at the Public Library Association's Ninth National Conference in Phoenix, Arizona. Kay presented Network Membership, and Heidi developed and presented ClinicalTrials.gov at the "NLM Theater." Heidi participated in a panel presentation, "Public Libraries and Medical Libraries: A Partnership for the Health of It!" along with co-presenters Becky Lyon, Peggy Hull, and Florence Jakus (presentations and handout are on the web⁶).

5. Technology Awareness and Integration

- Andrea Lynch has created LinkOut icons and in some cases uploaded icons to our web space to assist six member libraries in participating in LinkOut for Libraries. Some hospital libraries found that the timeline for their institutional IT department to arrange to host the icons would be too long (several months). For one military (government) library, the icons could not be hosted because of a firewall issue and the public's inability to access the web server.
- Julie Kwan attended the Annual Research Review of the Center for Software Engineering (CSE) at the University of Southern California on March 11, 2002. Presentation topics included spiral models of software development, software architectures, and cost estimations for software projects. Involvement with the CSE has been invaluable for developing understanding of software systems.
- Kay Deeney attended the 24/7 Reference Summit in Glendale, California, and Heidi Sandstrom attended a Digital Reference Meeting at UCLA for an update on 24/7 Reference⁷ activities and software. 24/7 delivers real-time reference services over the Internet. PSRML is collaborating with the Metropolitan Cooperative Library System (MCLS) on a health reference referral project, and Kay Deeney is recruiting network members to participate in 24/7 Reference. Volunteer NN/LM network members will receive the software and attend training; they will then participate in a pilot project to accept reference questions referred from public libraries offering digital reference service. This approach follows the model successfully implemented by MCLS and the county law librarians in Southern California. NN/LM librarians in California and in

⁶ <http://www.pla.org/conference/conf02/friday.html>

⁷ <http://www.247ref.org>

Arizona have volunteered. To maintain her skills with digital reference technology, Kay continued to participate in digital reference offered by the UCLA Biomedical Library and other campus libraries. She covered a few hours answering questions in real time, and also attended some of the campus digital reference meetings.

- PSRML is also experimenting with use of the 24/7 software to answer customer service calls to the 800 number, including Loansome Doc referrals and DOCLINE assistance. The 24/7 software was found to be incompatible with DOCLINE; Kay Deeney conferred with the 24/7 programmer, who indicated a software adjustment would be needed, probably after release of the next version. DOCLINE staff also indicated willingness to work with PSRML and MCLS on this as needed, though we do not yet have specific details on the nature of the interface incompatibility.

6. Library Improvement

- Julie Kwan talked to staff at Guam Memorial Hospital Authority (GMHA) regarding the possibility of a PSRML Library Improvement Grant. GMHA, the only civilian hospital on Guam, is currently seeking a qualified librarian to manage the hospital's library. PSRML will work with the new librarian to develop an improvement program specifically tailored to the unique needs of that hospital.

7. Connections

- At the National AIDS Update Conference in March 2002, Kay Deeney spoke to representatives of several community organizations that were interested in NN/LM affiliate membership and the Internet connectivity support program.

C. OTHER ACTIVITIES

- On April 1, Alan Carr joined the PSRML staff as Health Information Services Coordinator. Even though he had not officially started in his new position, Alan attended the National AIDS Update Conference, March 20-21, 2002, and observed PSRML staff at our exhibit booth.
- Alison Bunting and Elaine Graham participated in the mid-year RML Directors Meeting held at the National Library of Medicine, March 21-22, 2002.
- PSRML was mentioned in an article about the UCLA Library by Albert Carnesale, Chancellor of UCLA, which appeared in the *LA Times* on February 19, 2002. An entry for PSRML also appears in the *UCLA in LA* community directory on the UCLA web site. (See Appendix F.)
- Elaine Graham and Alan Carr attended the annual joint meeting of the Southern California Public Health Association and the California Public Health Association-North, held April 26, 2002, in Los Angeles.
- Kay Deeney attended a lecture by Libby Stephenson of the UCLA Data Archives, presented during an epidemiology course offered by the UCLA School of Public Health.

- Elaine Graham attended the MLA/NLM Informationist Conference, April 4-5, 2002, at NLM.
- On April 5, Heidi Sandstrom participated in a UCLA Information Literacy Initiative Workshop. The purpose of this workshop was to develop objectives for the initiative's mission and goals. Heidi attended this meeting to assess the potential for PSRML participation in this campus-wide initiative.
- Changes were made to computing equipment and furniture to implement the recommendations of the UCLA ergonomics consultant who visited the PSRML office in January; the Library provided new ergonomic chairs for each PSRML staff member.

APPENDIX A

New Network Member Letter and Application



Pacific Southwest Regional Medical Library
UCLA Louise M. Darling Biomedical Library
12-077 Center for the Health Sciences, Box 951798
Los Angeles, California 90095-1798
(310) 825-1200 ♦ (800) 338-7657 ♦ Fax: (310) 825-5389
psr-nnlm@library.ucla.edu ♦ <http://nnlm.gov/ps>

Dear Colleague:

You are invited to join with health science librarians in a nation-wide effort to provide the best health information to the public. Registering your library or information resource center as an Affiliate Member of the National Network of Libraries of Medicine (NN/LM) will provide the following benefits:

- A membership certificate that names your organization as a member of the National Network of Libraries of Medicine,
- An opportunity to build relationships with health science librarians in your community, state, and throughout the nation,
- The chance to participate in a variety of resource sharing, communication, and educational activities,
- The ability to apply for various funding opportunities,
- Special mailings of National Library of Medicine posters, brochures, and other promotional items to use in your organization's information service programs, and
- A periodic invitation to provide input to your Regional Medical Library regarding programs and services.

Membership is free (National Network of Libraries of Medicine services and programs are funded by the National Library of Medicine). Each member library or information resource center must:

- Designate an individual as the local contact person (the Network Contact) for network information and communications,
- Be listed in the national registry of network members that is available in the publicly accessible *Find a Library* resource at <http://nnlm.gov/members>, and
- Keep NN/LM membership information up-to-date.

To apply, please complete the attached Affiliate Member application form or apply online at http://nnlm.gov/psr/ntwkques_am.html. Please visit the web site of the Pacific Southwest Regional Medical Library at <http://nnlm.gov/psr> for more information about our programs and services.

With Best Regards,

Julie Kwan
Library Network Coordinator



National Network of
Libraries of Medicine

Pacific Southwest Region

National Network of Libraries of Medicine Pacific Southwest Region Affiliate Member Application

Please complete the form below to register your library as an Affiliate Member of the National Network of Libraries of Medicine (NN/LM). You may submit this application by sending it back to us via mail (see below) or fax it to 310-825-5389. Please call us at (800) 338-7657 if you have any questions

1. Address

Institution: _____
Library Name: _____
Street Address: _____
City: _____ State: _____ Zip/Mail Code: _____
County: _____
Library Home Page (URL): _____

2. Codes

Library Type (Please check one): ☐ Hospital ☐ Academic ☐ Public ☐ Other

3. Network Contact

Contact name: _____
Title: _____
Phone - Area/City Code: ____ Local Number: _____ Ext.: _____
Fax - Area/City Code: _____ Local Number: _____ Ext.: _____
Email: _____

4. Network Member Certificate

How would you like your library name to appear on the Network Member certificate?

First line (35 characters max.): _____
Second line (35 characters max., OPTIONAL): _____
Third line (35 characters max., OPTIONAL): _____
Fourth line (35 characters max., OPTIONAL): _____

This form has been completed by: _____ Date: _____
Email: _____ Phone: _____

Thank you for completing this application!

Pacific Southwest Regional Medical Library/UCLA Louise M. Darling Biomedical Library
12-077 Center for the Health Sciences, Box 951798
Los Angeles, CA 90095-1798

APPENDIX B

Regional Advisory Committee Minutes April 23, 2002

Minutes of the Regional Advisory Committee
Pacific Southwest Regional Medical Library (PSRML)
Tuesday, April 23, 2002
UCLA Faculty Center, Hacienda Room

Committee Members Present: John Breinich, Gwendolyn Doebbert, Laura Gerwitz, Mary Lou Goldstein, Janie Grossman, Craig Haynes, Florence Jakus, Sara Jones, Virginia Lowell, Marlo Maldonado Young (Guest), Diana Paque, Lisa Smith, Russ Toth, Gail Yokote, Joan Zenan

PSRML Staff Present: Alison Bunting, Alan Carr, Kay Deeney, Elaine Graham, Julie Kwan, Andrea Lynch, Heidi Sandstrom

Welcome and Introductions

The meeting began at 9:00 a.m. with introductions. Regional Advisory Committee (RAC) members described notable developments in their environments—health sciences, public, and state libraries, as well as community and public health organizations.

Gwendolyn Doebbert—The California Department of Health Services is making progress with getting data onto the web, and is working with the Los Angeles County Department of Health Services and ESRI on developing vital statistics queries and thematic maps hyperlinked to tables.

Janie Grossman—The library for cancer patients and families at Santa Rosa Memorial Hospital has a new assistant position for 20 hours per week. The latest web project is working with a Catholic parish to create a Spanish information center on cancer.

Florence Jakus—The West Charleston Library completed an outreach project in consumer health information, funded by the National Library of Medicine. Florence is serving on the Library District's Technology Advisory Committee.

Diana Paque—The Library of California has 1,840 library members, encompassing all types of libraries. In an environment of change, the LOC is moving forward in spite of funding downturns in the state. Diana also serves as the grant monitor for LSTA funds.

Sara Jones—In Nevada the State Library has responsibility for the government archives and electronic records, as well as library services. A major challenge is preservation of the data related to the Fallon leukemia cluster.

Joan Zenan—Savitt Medical Library is looking forward to the dedication of the new library building. Joan is serving on the State Council on Libraries and Literacy. Her retirement is planned for June 30, 2003.

Mary Lou Goldstein—Scottsdale Healthcare opened a new cancer center in January 2002, and then a women's center; the shopping center concept has been very successful. Mary Lou is planning to reach out to Tribal communities in the Phoenix area.

Virginia Lowell—The Hawaii State Library has decided on a database package for all the libraries in the state.

John Breinich—The Hawaii Medical Library's Consumer Health Information Service would like to incorporate services to health insurance companies to generate income. HML is considering a merger with the University of Hawaii, which is building a new medical campus.

Laura Gerwitz—Laura continues to work toward automating hospital library operations.

Craig Haynes—Interviews with faculty at the UCSD Medical Center indicate they want more equipment in the library. Triplicate journal titles have been cancelled (the medical center is remote from the campus). Craig is President of the Medical Library Group of Southern California and Arizona; the group and PSRML have cooperated on educational support for librarians.

Alison Bunting—On July 1, 2002, Alison will assume the position of Interim University Librarian; she will continue as Director of PSRML until her planned retirement from UCLA in December 2002.

Lisa Smith—She noted that community-based organizations are interested in partnering with the University and in learning about resources.

Elaine Graham described the agenda for the day: the morning sessions focus on program planning and new ideas for consumer health outreach, health professional and population-based outreach, and library network development; and the afternoon discussions focus on outreach evaluation.

At the recent RML Directors Meeting at the National Library of Medicine (NLM), two areas were emphasized for outreach development: 1) encouraging affiliate membership in the National Network of Libraries of Medicine (NN/LM) to public libraries, as they are called on for health information by the public, and 2) improving information access for the public health workforce.

Consumer Health Information Outreach

Public Libraries. How should we approach recruitment of public libraries as NN/LM members? What are the benefits and/or barriers to NN/LM membership for public libraries?

- Start with umbrella groups, such as consortia, library systems or networks.
- Start with state libraries; get information on MEDLINEplus out to public librarians through the state libraries.
- The upcoming Nevada Library Association offers an excellent opportunity for outreach and training for Nevada libraries; Sara Jones will provide a contact for program planning.
- In 2003 the Nevada Library Association will meet in conjunction with the Mountain Plains Library Association; a PSRML exhibit at that meeting would reach all types of libraries.
- Few barriers are seen, but the awareness of network membership and the value of joining must be communicated.
- Since there is no financial obligation, public libraries can join.

- Outside pressure works, such as partnerships with national organizations; this would be important in any campaign to get the MEDLINEplus logo on web sites.
- Prop 10 commissions in each county are responsible for getting information out to mothers with newborns.
- Interfaith service groups are increasingly interested in health issues.
- Get the message out to doctor's offices, medical associations, and HMO web sites to reach consumers.
- Use public service announcements (radio).
- In California, the service agreement between the Department of Health Services and the University of California, Berkeley, Public Health Library, needs to be publicized more broadly.
- Public libraries serve a distribution points, not just as access points. They are perceived as confidential sources. (An example of the public library as a distribution point is the availability of tax forms at branches.)
- Libraries are spending time on community information files. (A pilot project to augment MEDLINEplus with information on local resources is underway in North Carolina. The Arizona Turning Point Project also seeks to extend public health information resources.)
- Libraries need to work within e-government initiatives. Given the decreasing role of public libraries as government document depositories, libraries have to be more involved in discovering and pushing electronic resources for community information.
- Libraries are getting to know each other through multi-type cooperative projects, such as the 24/7 digital reference pilot project for referral of health questions from Los Angeles area public libraries to health sciences libraries. As the virtual reference environment expands, the value of cooperative database purchasing is even greater.
- In San Diego, the health sciences librarians invited the public librarians to attend their meeting; the discussions were worthwhile and opened the way for training.
- InfoPeople could be an avenue for offering training.
- In Hawaii, the State Library and Hawaii Medical Library have collaborated on collection development, staff training for health reference, and reference referral. Public libraries in Hawaii are part of the state government. Some public libraries still refer most health questions on, while others have been quick to incorporate web resources into their work to answer more questions locally. As intended, the Hawaii collaboration has supported the public libraries in maintaining good visibility as a source for health information in their communities.
- Concern was expressed for segments of the public that are not able to go to the public library, for example, prisoners. In addition, recruitment to prison librarian positions is difficult.
- Demonstrations at regional meetings may work better than mass distribution of publicity materials.
- Training is important to any awareness effort.
- Some public librarians may be reluctant to seek additional resources or provide health reference services, due to fear of expectations that may be generated and feelings of inadequacy in handling health questions.
- The Hawaii Partnership for MEDLINE Training project showed that it was important to get out to sites in person.

Community Organizations. What types of community organizations would be good contacts for health information outreach? What are effective approaches?

- Community clinics, such as the T.H.E. Clinic, Los Angeles, one of the largest clinics, would be good audiences. Many health professional students do internships and research there. Those in nonprofit organizations want to "own" their own research and need to know about the research tools.
- PSRML in previous years attempted outreach to East Los Angeles area clinics; an identified barrier was that administrators thought employees would waste time with web surfing, so computers and training in their use was not welcomed.
- CBO grant writers need more information about communities. At a recent meeting in Salt Lake City on outreach to Native American communities, it was clear from planning reports that communities want to have a hand in any research on their own community.
- Has anyone had success in working with faith-based organizations? The University of Maryland has a web site for parish nurses.
- An important principle is to go where people gather.
- Senior centers would be good outreach sites; it would be useful to contact academic centers such as the USC Andrus Gerontology Center for program ideas and partnerships.
- Community organization outreach could be documented in a "best practices" section of the web site. This could include NN/LM supported and independent activities of network members. Pilots in progress should get visibility, as well as completed projects.
- Program officers of area foundations, if made aware of NLM resources, might put health information resource links into calls for proposals.
- Outreach project participants might find a listserv or bulletin board useful; this would need to be a working, active group.

Florence Jakus, Craig Haynes, and John Breinich described completed outreach projects, funded through the NN/LM outreach award program, Electronic Access to Health Information for the Public. (Project descriptions and links to the project web sites can be found at: <http://nnlm.gov/psr/projects/aehip.html>.)

Heidi Sandstrom gave a brief overview of PSRML activities in training, consultation, and partnerships for consumer health information outreach. She demonstrated the consumer health web pages (<http://nnlm.gov/psr/chi.html>), including the consumer health library directory.

Outreach to Health Professionals and Populations

Alan Carr provided a demonstration of the web site for Partners in Information Access for Public Health Professionals (<http://nnlm.gov/partners>). He highlighted the HP2010 Information Access Project, which provides automatic links to PubMed/MEDLINE citations related to Healthy People 2010 objectives. RAC members recommended that this site should be publicized more.

Two network members in the Pacific Southwest Region were awarded funding under the NN/LM Partners in Information Access for Public Health Professionals program. John Breinich reported on HiPHIVE (Hawaii Public Health Information Virtual Emporium, at <http://hml.org/hiphive/>), and Joan Zenan described PHIL (Public Health Information Links for Nevada, at <http://www.med.unr.edu/phil/>).

Public Health. How should we approach assessment of what regional needs are? What do we already know? How should PSRML target our outreach efforts?

- There is interest in information by communities; linking to PubMed articles by geographic area (e.g., zip codes) would be helpful. Could state and local documents be archived or indexed by NLM?
- NLM has partnered with other government agencies to make documents accessible, for example, the reports of the U.S. Surgeon General.
- Counting California, a collaborative project of the Library of California and the California Digital Library (University of California), enhances citizens' access to the growing range of social science and economic data produced by government agencies.
- Allied health workers (e.g., physical, radiation and respiratory therapists) are still underserved.
- In Nevada, the AHEC worked hard to achieve statewide connectivity. How do we effect readiness for change? Through the PHIL project, half of the public health professionals in the state were reached; however, parts of Clark and Washoe counties, rural health nurses, and industrial health workers have been hard to reach.
- At University of Hawaii, Public Health is now a department of the School of Medicine, rather than a separate school; the effects of this change are not yet evident.
- Hands-on training is critically important. Lisa Smith volunteered to help organize training at her STD clinic site, with the possibility of reaching approximately 100 health providers. There are 28 similar programs in Los Angeles County.
- Community-based providers also need to be tied in to document suppliers.
- Effective teaching approaches include problem- or scenario-based teaching and storytelling with a pathfinder.
- Public health professionals want answers to questions now, not literature. Public health is the world, not just medicine. (For example, finding information on health issues for commercial dishwashers was a challenge!) Some health sciences libraries have difficulty responding to the range of information needs in public health.
- Many public libraries now have full-text databases, which helps in delivering the answers sought.
- There is a need for better access to documents in public health (grey literature and local information). There are barriers to timely local data access; data must travel up to CDC and then back to the local area. There are many issues of identifiability and privacy, even at the aggregate level.
- Local health officers are potential targets for outreach. Activities might focus on local/state organizations and regional members of national public health associations. Participation in a continuing education day could open the way to more extended outreach.
- It is important to be aware of the diversity of any audience, and look for opportunities. In Hawaii, while health information training at the local level focused on consumers, the librarians presenting the training were also able to make connections with other groups.
- People lack understanding of web site content; it is important to do positive advertising.
- It was noted that the San Diego Medical Society web site doesn't have a link to PubMed.
- The MEDLINEplus link from Librarians Index to the Internet is not easy to find.

- It might be helpful to have a newsletter article on what a public health professional does. Dr. Jonathan Fielding was recommended as a possible author.

Kay Deeney gave a brief tour of the PSRML web site, including pages on training support, courses with CME approval, and upcoming exhibits. Kay also gave an overview of the 24/7 digital reference pilot project with the Metropolitan Cooperative Library System.

Library Network

Julie Kwan reported on regional participation in PubMed's LinkOut for Libraries program. She described the membership renewal campaign and demonstrated the affiliate membership application on the PSRML web site. Julie also answered questions about the difference between PubMed/MEDLINE and MEDLINEplus.

Health Information Outreach Evaluation

Cathy Burroughs, Assistant Director for the NN/LM Outreach Evaluation Resource Center, University of Washington, Seattle, presented an overview of principles of program evaluation and evaluation planning. (PowerPoint slides from this presentation are available on the PSRML web site at: <http://nnlm.gov/psr/racweb.html>.) Cathy is available for consultation to those planning or implementing NN/LM outreach.

PSRML Evaluation Planning

The RAC discussed approaches to assessing the value and effectiveness of PSRML outreach programs and services.

- Do we need to have different objectives for different groups (CBO's, public libraries, and health sciences libraries)?
- You must start with defining the outcomes you want; thus you must start with your audience.
- A question to start the discussion of needs: Why don't you have MEDLINEplus linked on your home page?
- One goal might be that all, or some percentage of, public libraries have a link to MEDLINEplus.
- Public libraries need not just awareness but evaluation of the reference interview to determine satisfaction with the service (vs. providing the correct answer). Public librarians need to be trained in ways that can help them with different patrons—to recognize cultural attributes and barriers to learning. They need awareness of how to use the resources with their clientele.
- We need to be alert to needed improvements in the resources—some find that WebMD is easier to read. What are the differences between MEDLINEplus and WebMD?
- If the goal is that every person in the region has the right to access good health information, partnerships are the best approach. One program cannot provide access to all. We can reach out to public libraries to ensure they have the tools and knowledge needed to deliver health information in their communities. We can communicate with network members to encourage outreach partnerships with public libraries.

- Are network libraries aware of CBO's in their area that may be potential partners for health information outreach?
- Partnerships may be hard to count.
- Marketing is needed to put the word out about where to go for good health information. Who are we marketing to?
- Consumers need to know that search engines are not places to get information (search engines vs. information services).
- Do public libraries know what percentage of their population they reach? The Public Library Association strategic planning effort incorporates the questions: Who comes to the public library? Why?
- Some public libraries may not have the health information sought by the public.
- There are psychosocial issues in dealing with consumer health issues; people in small communities know each other.
- Countless health studies have demonstrated the importance of self efficacy (belief in one's capabilities to organize and execute courses of actions). Three conditions will cause people to seek health information: 1) they have some condition or disease, 2) someone they know is affected, or 3) they think they have been exposed or may be at risk.
- Public libraries want to feel they've authenticated the validity/quality of the resources they offer; this applies beyond print resources. Awareness of the NLM role in selecting and affirming the authority of resources linked in MEDLINEplus is important in reinforcing this service goal.
- Public librarians are interested in knowing what they can do without treading into the area of "giving medical advice." Comfort levels differ in providing health reference to the public (among health sciences as well as public librarians).
- In assessing the needs of the public library, two questions are key: Are you interested in the NLM resources? Do we have partners or affiliates in their area that they can work with?
- A potential outcome evaluation question might be that public librarians know that PubMed/MEDLINE is generally for professionals, and MEDLINEplus is for consumers; confusion persists about which resource is for which audience. Could these services be renamed?
- The bookmarks should note that MEDLINEplus contains "consumer" health information.

The discussion of PSRML outreach planning and evaluation will be continued via the RAC listserv and at future meetings.

The meeting was adjourned at 3:00 p.m., with thanks to all for their contributions. RAC members were invited to stay for informal demonstrations of NLM and NN/LM electronic resources.

APPENDIX C

Consumer Health Fields in DOCUSER Comments to the DOCLINE Interface Review Team

DRAFT: Proposed Fields for Consumer Health Library Directory Information
February 2002

Collection

Has a consumer health collection	Y/N
Collection focus*	
Open to the general public	Y/N

Services [for the public?] (should we address free or fee?) Y/N

Reference
Information searches
Training
Provides articles via Loansome Doc
Dissemination of information packets
Community-based referral information
Advocacy/support groups

Library

Institution or library jurisdiction:
(e.g. Children's Hospital, Phoenix PL, Mason School District)
Library, department or branch:
(e.g. Newman Lib, Glendale Branch Lib, Lowell High School Lib)
Consumer health information service: (e.g. Kid's Source, Mary Gold Information Center)
Street
City
County
State/province
Zip/mailcode
Country
Phone
FAX
Name of CHIS page or page with link to CHIS:
URL for CHIS page or page with link to CHIS
ADA-compliant access Y/N
Assistive technology available: (e.g. Jaws)

Contact

Consumer health librarian name:
Professional designation: (e.g. MLIS, MSW, CHES, FNP, etc.)
Consumer health librarian email address:

Person supplying information to DOCUSER

Name:
Email address:
Phone:

*Subject, language, reading-level, user groups, etc.

DRAFT: Proposed Fields for Consumer Health Library Directory Information

August 2001; Revised February 2002

BACKGROUND

The Regional Medical Libraries have been facilitating the collection of library data since the RML program began. The NLM (and the NN/LM) only recently expanded their scope to include public access to health information. Data currently collected reflects libraries that primarily serve health professionals (or those training to be) and those libraries that participate in resource sharing within the NN/LM, usually via DOCLINE (which was originally described in NLM documentation as an automated request and referral system).

We brought the issue of creating a separate consumer health library directory, or at least gathering data relevant to these libraries, before NLM a couple years ago. At that time, NLM was also talking with CAPHIS about possibly cooperating in data collection efforts. With the effort of bringing up the new DOCLINE system, the issue of including data on consumer health libraries in DOCUSER was, for the most part, put on hold at NLM.

Efforts to provide access to consumer health libraries are described below:

1. As NLM wants to provide links to consumer health libraries in MEDLINEplus, it is relying on the consumer health coordinators to suggest new libraries to NLM for inclusion on the consumer health libraries list (<http://www.nlm.nih.gov/medlineplus/libraries.html>). Only recently did NLM issue some guidelines for including these libraries (see Appendix).
2. Information about whether a library has a consumer health collection, web page, and about what services it provides to the public can be found in DOCUSER under the Services tab.
3. The NN/LM Find a library... search pages draw on DOCUSER data found under the Services/Service Profile/For the Public tab, as well as data from another field for "Loansome Doc articles".
4. The Consumer Health Library Directory of CAPHIS can be searched to retrieve consumer information or management information (http://caphis.mlanet.org/directory/find_a_library.html).
5. The Pacific Southwest Regional Medical Library has produced a Consumer Health Library Directory (currently includes California Network members primarily). We initially collected data on CA Network members via a survey and subsequently added the Add Profile and Update Profile features to facilitate data maintenance (see nnlm.gov/psr/chld/).

DATA SETS

The following provides comparative information about data currently being collected on consumer health libraries.

1. MEDLINEplus Consumer Health Libraries Inclusion Criteria

[Formatted to show data to be collected.]

Service Information

Library provides a distinct consumer health information service

The description of services

- mission and goals
- services offered (such as reference services)
- methods of access to a collection
- ILL
- computer access

Staff Information

Description of Service Levels

- who can use these services
- services are fee-based or free services

Contact Information

- hours of service
- location
- street address (and sometimes a map)
- phone number
- fax number
- email address

Resources and Collection

- Description of those available for use by consumers
- links to these resources
- this section often includes annotated links to reviewed web sites

Web Site Information

- The consumer health service is accessible from the library's main web page and ideally has its own page.
- The link to the Consumer health service is clearly linked from the Library's main web page and is labeled "consumer health information"
- The Web page provided by the library should be that which provides information described above, and includes access to services and resources.

Examples of organizations who follow these guidelines:

Lyman Maynard Stowe Library (University of Connecticut Health Center)
Healthnet <http://library.uchc.edu/departm/hnet/>

2. DOCUSER Data

Services/Service Category/Consumer Health

Library has a consumer health collection (Y/N field)
URL for Consumer Health Home Page
Name of Consumer Health Home Page
Organization(s) responsible for this page

Services/Service Profile/For the Public (all Y/N fields)

Internet training
Mediated searching
Onsite collection access
Online search training
Reference services

3. NN/LM FIND A LIBRARY Data

For the Public (all Y/N fields)

Loansome Doc articles
Reference services
Access to books and journals
Database search training
Database searches by librarians
Internet training

4. CAPHIS Consumer Health Library Directory Data

General Library Information

Institution
Sponsoring Library's Name
Consumer Health Service Library Name
Consumer Health Service Librarian's Name (FN, LN, MI, Title)
Sponsoring Library Director's Name (FN, LN, MI, Title)
Address Part 1
Address Part 2
City
State
Zip
Phone
Fax

Email
Country
Are you a CAPHIS Member (Y/N)
Year CHI services started
Is collection accessible to the general public (Y/N)
Brief description of your consumer health service or program
Subject Coverage - General/Women's Health/Pediatrics/Cancer/Older Adults/AIDS (Y/N)
Other Subjects

Services Provided

Reference, in person	Service Offered (Y/N)	Charge (Y/N)
Reference, by telephone	Service Offered (Y/N)	Charge (Y/N)
Reference, by email	Service Offered (Y/N)	Charge (Y/N)
Information Packets	Service Offered (Y/N)	Charge (Y/N)
Online Services	Service Offered (Y/N)	Charge (Y/N)
Photocopies	Service Offered (Y/N)	Charge (Y/N)

Is there something else unique about your collection or services that you would like to share with consumers?

Internet

Does your library or institution have a presence on the Internet, other than email (Y/N)
Institutional Web Page URL
Library Web Page URL
CHIS Web Page URL
Is your library catalog accessible via the Internet (Y/N)
Telnet address
Telnet login code
Local search key to find CHIS materials
Catalog Web URL

5. Consumer Health Library Directory Data*

Contact Information

Member Institution
Member Department
Address
City
State
ZIP

Librarian
Phone
Fax
Web Page

Online Public Access Catalog

Services Offered to the Public (all Y/N fields)

Reference
Information Searches
Dissemination of Informational Packets
Loansome Doc Service
Community-Based Referral Information
Consumer Health Books/Material for Sale

Collection Focus (LISTS SUBJECTS, LANGUAGES, USER GROUPS using a controlled vocabulary)

*We debated about including hours/email address, but this often changes and could be included on a web site/voicemail. Some folks just want to access services remotely any time of day, so hours aren't so relevant then. We are assuming the library has a health collection and is open to the general public (i.e. they can walk in).

The other issue is that of the "librarian" - I wish we could indicate professional status (i.e. degrees - MLS, BS, MSW, etc. and other relevant certifications - AHIP, etc.) to give the public some idea of the qualifications of the person serving them. A title may not tell them much. Interesting how we focus on evaluating quality of information, but not on evaluating the authority of the information professional.

GOAL

The goal with this is to standardize data collection to improve public access, and to forward a proposal to NLM. I think we have too many directories going.

Stakeholders are my counterparts in other regions of the Network, NLM, and CAPHIS; we need to work together to see if we can come up with a standardized minimum data set.

The challenge is to collect a minimum amount of data that will be useful to a maximum number of users; otherwise database maintenance gets to be a nightmare.

[We may also want to collect ADA/AT data that indicates access information for the disabled. We may want to include a "consumer health" contact category under the Contact tab of DOCUSER.]

8. APPENDIX

Guidelines for Libraries

By Naomi Miller
Systems Librarian
Public Services Division
National Library of Medicine

Libraries will be included on the MEDLINEplus "Libraries" page if:

1. The consumer health information services and resources are brought together on a web page and are described as a distinct service.
 - A description of services includes mission and goals, services offered, such as reference services, methods of access to a collection, ILL, computer access; this can also include information about staff
 - A Description of service levels indicates who can use these services and whether services are fee-based or free services;
 - Contact information is provided and includes: hours of service, location, street address (and sometimes a map); phone, fax numbers and email address
 - Description of resources and collections available for use by consumers and links to these resources; this section often includes annotated links to reviewed web sites
2. The consumer health service is accessible from the library's main web page and ideally has its own page.
 - The link to the Consumer health service is clearly linked from the Library's main web page and is labeled "consumer health information"
3. The Web page provided by the library should be that which provides information described above, and includes access to services and resources.
4. Examples of organizations who follow these guidelines:
 - Lyman Maynard Stowe Library (University of Connecticut Health Center)
 - Healthnet <http://library.uchc.edu/departm/hnet/>
 - Library and Resource Center, Saint Francis Medical Center
<http://www.osfsaintfrancis.org/general/library/>

Libraries will not be included in the MEDLINEplus Libraries page if:

1. Web page provided by the library provides only a list of links to consumer health sites under the headings "Internet Resources" or "Electronic Resources."
Although this list of links is often labeled "consumer health information service," this list of links alone does not usually constitute a consumer health information service.
2. Web page provided by the library does not include description of services for consumer health information consumers

(Editor's note: To get to the "Libraries" page, link from "Other Resources" on the home page of MEDLINEplus at medlineplus.gov.)

APPENDIX D

Outreach Reporting Forms

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: February 21, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) <div style="text-align: right; padding-right: 50px;">Library School Lecture</div> <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: UCLA Dept. of Education and Information Studies			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:			
6. LOCATION WHERE ACTIVITY OCCURRED: PSRML Computer Training Lab			
A. CITY Los Angeles	B. STATE CA	C. ZIP CODE 90024	
D. COUNTY Los Angeles	E. CONGRESSIONAL DISTRICT: 29		
7. LENGTH OF ACTIVITY 1 HR	8. HANDS ON PRACTICE <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO N/A	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
LIBRARIANS	12		
TOTAL	12		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Julie Kwan**
310-825-5342

(Reporting forms should be included with Quarterly Reports)

TYPE OF ACTIVITY: ☐ NLM System ☒ Technology ☐ Other (specify)
Awareness
☐ Other Internet Session ☐ Train the Trainer

PSRML and Northern California and Nevada Medical Library Group

5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:

D. COUNTY Alameda	E. CONGRESSIONAL DISTRICT: 13
-----------------------------	--------------------------------------

10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) ☐ YES ☒ NO

CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
DENTISTS			
ADMINISTRATORS (Hospital)			
LIBRARIANS	32		
TOTAL	32		

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Elaine Graham, 310-825-1984**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 18, 2002			
TYPE OF ACTIVITY: <input checked="" type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input type="checkbox"/> Other (specify) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Association of Independent Information Professionals - Vendor Training (Session 1. Making PubMed Work for You)			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:			
6. LOCATION WHERE ACTIVITY OCCURRED: Long Beach Convention Center			
A. CITY Long Beach	B. STATE CA	C. ZIP CODE 90831	
D. COUNTY Los Angeles	E. CONGRESSIONAL DISTRICT: 29		
7. LENGTH OF ACTIVITY 3.5 HRS	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO CME <input type="checkbox"/> YES <input type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
DENTISTS			
LIBRARIANS	2	13	
TOTAL	2	13	

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Kay Deeney 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 18, 2002			
TYPE OF ACTIVITY: <input checked="" type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input type="checkbox"/> Other (specify) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Association of Independent Information Professionals - Vendor Training (Session 2: Introduction to Consumer Health Resources at NLM.)			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:			
6. LOCATION WHERE ACTIVITY OCCURRED: Long Beach Convention Center			
A. CITY Long Beach	B. STATE CA	C. ZIP CODE 90831	
D. COUNTY Los Angeles	E. CONGRESSIONAL DISTRICT: 38		
7. LENGTH OF ACTIVITY 1.5 HRS	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO CME <input type="checkbox"/> YES <input type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	2	11	
TOTAL	2	11	

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom: 310-794-6572**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 12, 2002			
TYPE OF ACTIVITY: <input checked="" type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input type="checkbox"/> Other (specify) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Hawaii/Pacific Chapter of the Medical Library Association (Session 1: Introduction to Consumer Health Resources at NLM)			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:			
6. LOCATION WHERE ACTIVITY OCCURRED: Hawaii Medical Library			
A. CITY Honolulu	B. STATE HI	C. ZIP CODE 96813	
D. COUNTY Honolulu	E. CONGRESSIONAL DISTRICT: 1st District		
7. LENGTH OF ACTIVITY 1.5 HRS	8. HANDS ON PRACTICE <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
9. CEU <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO CME <input type="checkbox"/> YES <input type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	15	2	
TOTAL	15	2	

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Kay Deeney
310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 12, 2002			
TYPE OF ACTIVITY: <input checked="" type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input type="checkbox"/> Other (specify) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Hawaii/Pacific Chapter of the Medical Library Association (Session 1. Making PubMed Work for You)			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:			
6. LOCATION WHERE ACTIVITY OCCURRED: Hawaii Medical Library			
A. CITY Honolulu	B. STATE HI	C. ZIP CODE 96813	
D. COUNTY Honolulu	E. CONGRESSIONAL DISTRICT: 1st District		
7. LENGTH OF ACTIVITY 2.5 HRS	8. HANDS ON PRACTICE <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
9. CEU <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO CME <input type="checkbox"/> YES <input type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	16	2	
TOTAL	16	2	

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Kay Deeney
310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 24, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) <i>Measuring the Difference: Strategies for Planning and Evaluating Health Information Outreach Programs</i> ; instructor: Catherine Burroughs <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Pacific Southwest Regional Medical Library			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: NN/LM Outreach Evaluation Resource Center			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION:			
6. LOCATION WHERE ACTIVITY OCCURRED: UCLA			
A. CITY Los Angeles	B. STATE CA	C. ZIP CODE 90095-1798	
D. COUNTY Los Angeles	E. CONGRESSIONAL DISTRICT: 29 District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
9. CEU <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	14		
TOTAL	14		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Elaine Graham 310-825-1984**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 2 - 4, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module I. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public Libraries from Butte and Plumas counties; Butte College, California State University, Chico			
6. LOCATION WHERE ACTIVITY OCCURRED: Butte County Library, Chico Branch			
A. CITY Chico	B. STATE CA	C. ZIP CODE 95926-3575	
D. COUNTY Butte	E. CONGRESSIONAL DISTRICT: 2nd District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	14		
TOTAL	14		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 2 - 4, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module II. (Hands-on Consumer Health Training Workshop for Public Librarians) <div style="text-align: right;"><input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer</div>			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public Libraries from Butte and Plumas counties; Butte College, California State University, Chico			
6. LOCATION WHERE ACTIVITY OCCURRED: Butte County Library, Chico Branch			
A. CITY Chico	B. STATE CA	C. ZIP CODE 95926-3575	
D. COUNTY Butte	E. CONGRESSIONAL DISTRICT: 2nd District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	8		
TOTAL	8		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 2 - 4, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module III. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public Libraries from Butte and Plumas counties; Butte College, California State University, Chico			
6. LOCATION WHERE ACTIVITY OCCURRED: Butte County Library, Chico Branch			
A. CITY Chico	B. STATE CA	C. ZIP CODE 95926-3575	
D. COUNTY Butte	E. CONGRESSIONAL DISTRICT: 2nd District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	13		
TOTAL	13		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 30 - May 2, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module I. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public Libraries from Modoc, Shasta, and Trinity Counties, Shasta County Public Health Dept.; Shasta High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Shasta County Library			
A. CITY Redding	B. STATE CA	C. ZIP CODE 96001-0418	
D. COUNTY Shasta County	E. CONGRESSIONAL DISTRICT: 2nd District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	12		
TOTAL	12		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 30 - May 2, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module II. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public Libraries from Modoc, Shasta, and Trinity Counties, Shasta County Public Health Dept.; Shasta High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Shasta County Library			
A. CITY Redding	B. STATE CA	C. ZIP CODE 96001-0418	
D. COUNTY Shasta County	E. CONGRESSIONAL DISTRICT: 2nd District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	12		
TOTAL	12		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: April 30 - May 2, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module III. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public Libraries from Modoc, Shasta, and Trinity Counties, Shasta County Public Health Dept.; Shasta High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Shasta County Library			
A. CITY Redding	B. STATE CA	C. ZIP CODE 96001-0418	
D. COUNTY Shasta County	E. CONGRESSIONAL DISTRICT: 2nd District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	17		
TOTAL	17		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: June 25 - June 27, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module III. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public libraries from Del Norte and Humboldt counties; United Indian Health Service; Humboldt State University; Eureka High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Humboldt County Library			
A. CITY Eureka	B. STATE CA	C. ZIP CODE 95501	
D. COUNTY Humboldt	E. CONGRESSIONAL DISTRICT: : 1st District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	24		
TOTAL	24		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: June 25 - June 27, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module III. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public libraries from Del Norte and Humboldt counties; United Indian Health Service; Humboldt State University; Eureka High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Humboldt County Library			
A. CITY Eureka	B. STATE CA	C. ZIP CODE 95501	
D. COUNTY Humboldt	E. CONGRESSIONAL DISTRICT: : 1st District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	23		
TOTAL	23		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

OUTREACH REPORTING FORM (Reporting forms should be included with Quarterly Reports)			
1. DATE OF ACTIVITY: June 25 - June 27, 2002			
TYPE OF ACTIVITY: <input type="checkbox"/> NLM System <input type="checkbox"/> Technology Awareness <input checked="" type="checkbox"/> Other (specify) Consumer Health Information for California - Module III. (Hands-on Consumer Health Training Workshop for Public Librarians) <input type="checkbox"/> Other Internet Session <input type="checkbox"/> Train the Trainer			
3. ASSOCIATION/INSTITUTION SPONSORING ACTIVITY: Cascade Pacific Library Network			
4. ASSOCIATION/INSTITUTION CONDUCTING ACTIVITY: Pacific Southwest Regional Medical Library			
5. OTHER COLLABORATING (OR COOPERATING) INSTITUTION: Public libraries from Del Norte and Humboldt counties; United Indian Health Service; Humboldt State University; Eureka High School			
6. LOCATION WHERE ACTIVITY OCCURRED: Humboldt County Library			
A. CITY Eureka	B. STATE CA	C. ZIP CODE 95501	
D. COUNTY Humboldt County	E. CONGRESSIONAL DISTRICT: 1st District		
7. LENGTH OF ACTIVITY	8. HANDS ON PRACTICE <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO		
9. CEU <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO CME <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	10. SIGNIFICANT NUMBER OF MINORITIES PRESENT (>50%) <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		
11. NUMBER OF PERSONS WHO ATTENDED:			
CATEGORY (List by profession or specialty)	AFFILIATED	UNAFFILIATED*	UNKNOWN
PHYSICIANS			
NURSES			
ADMINISTRATORS (Hospital)			
LIBRARIANS	18		
TOTAL	18		

* Unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full-time, part-time adjunct or clinical) of a professional school.

12. NAME AND TELEPHONE NUMBER OF PERSON SUBMITTING FORM: **Heidi Sandstrom 310-206-0525**

APPENDIX E

Exhibit Reports

Exhibit Report

I. DATE OF REPORT: 3/25/02

II. NAME OF PERSON SUBMITTING REPORT: Kay Deeney

III. EXHIBIT SPECIFICS:

- Name of Meeting: National AIDS Update Conference
- Location: San Francisco, CA
- Dates: March 20-22, 2002
- Staff: Kay Deeney and Julie Kwan, Pacific Southwest Regional Medical Library
- Volunteers: Doug Varner, California Pacific Medical Center; Clair Kuykendall, UCSF
- Number of Registrants: 1300?
- Number of Exhibitors (Companies): 50?

Dates	Hours	Visitors	NLM Demos
3/20/02	10:30-4	93	32
3/21/02	10:30-12:30 2-4	71	11
3/22/02	10:30-11:30	84	7
Total	10 hours	248	50

IV. EXHIBIT SUMMARY:

A. Pre-exhibit meetings: None

B. Distribution of pre-mailers, letters or invitations: None

C. Booth Location: Our booth (409) was a corner booth near the auditorium. Attendees made it a point to visit the exhibits frequently. There were coffee breaks in the exhibit area on each of the days. Since the conference was so small, location wasn't that critical.

D. Description of System Program Presentations: Sheri Hester from SIS/Oak Ridge Institute for Science and Education gave presentation/class on AIDS Prevention & Treatment Health Information on the Internet. At the booth we gave out the manuals left over from her session: HIV/AIDS Prevention Websites for Communities of Color and How to Find Reliable HIV/AIDS Treatment Information on the Internet (these are also available on the web at <http://www.orau.gov/meo/manuals/prevention> and <http://www.orau.gov/meo/manuals/treatment>. We primarily demonstrated MEDLINEplus to booth visitors, and to some of the physicians, we showed search strategies for PubMed.

- E. Problems:** We originally were going to help out SIS at this meeting by sending a staff member and splitting the costs. For budget reasons, SIS asked if PSRML could assume responsibility for the exhibit, which we did. While it was a worthwhile meeting, it came at a difficult time in our exhibit schedule and we had to borrow an exhibit structure from SIS for the meeting. Sheri Hester from SIS helped us set it up. While the exhibit structure was similar to ours, there were enough differences that we were glad Sheri was there to show us how the lights and banner worked.

Exhibit hours were confusingly different from what was previously announced on the website, in the exhibit packet, and in the program. The first morning they promptly issued an information sheet to all the exhibitors with the new times which were closer to the exhibit packet times, but they drastically cut Friday hours down to one hour. Several vendors left after Thursday.

One of our boxes which contained the SIS AIDS booklets that we had just received at the PSRML office never made it to the exhibit hall. One of the boxes clearly marked for the booth was delivered to the Speakers' Room instead.

- F. User Feedback:** Attendees were glad that we were there. They appreciated the web site handout prepared for the meeting. We talked with several people from community based organizations, such as drug and alcohol programs, AIDS clinics and public health departments. We made lots of contacts for our AIDS Information Summit next year. We made some contacts for Internet connectivity grants and training sessions. We showed a researcher from the Ghana Ministry of Health that his country qualified for the full text journals from WHO countries with low GNPs. He was very appreciative.

We spoke with an exhibitor who had used PubMed for information that led to preservation of her son's eyesight beyond the age that her doctors had told her was possible.

One attendee asked that we beam information about MEDLINEplus to her PDA. We wish we had been prepared for that request. We made contact with one health educator who has postcard-like materials on HIV transmission in Chinese, Korean, Japanese, and two other languages. She was very interested in sharing these materials so that they can be digitized.

- G. Suggestions/Comments:** We learned that the primary healthcare relationship for people with HIV/AIDS is the case manager/patient relationship, not the physician/patient relationship. HIV/AIDS patients have much more regular and intensive contact with their case managers, who troubleshoot all kinds of problems for them, time permitting. Case managers who were mostly social workers and nurses were incredibly interested in MEDLINEplus. Many have implemented (or are planning to implement) computer facilities for patients to surf the web for information. MEDLINEplus was very attractive to them. This meeting was attended by both health care providers and people living with HIV/AIDS (PWAs). We found we needed to be a bit more sensitive to this group of attendees because with the PWAs, we wanted to respect their need for privacy and confidentiality. Most attendees responded favorably when asked "Would you like to see MEDLINEplus, which the National Library of Medicine's developed to bring health

information to the public?”

H. Recommendations: Should NLM exhibit at this meeting next year?

Yes! NAUC was polling attendees and exhibitors about the possibility of changing the meeting from the West coast to the New York area. We made a lot of contacts with CBOs (community based organizations), so we hope it continues on the West coast. This group really needs and appreciates the NLM AIDS/HIV resources.

V. BUDGET SHEET

VI. APPENDICES:

Samples of Promotional Materials Used: In addition to the general NLM and NN/LM materials, a handout was developed specifically for this meeting (see <http://nnlm.gov/psr/pres/>).

<p style="text-align: center;">BUDGET FORM</p> <p style="text-align: center;">National AIDS Update Conference San Francisco, CA March 20-22, 2002</p>		
SPACE RENTAL	10 x 10 Booth rental (Oak Ridge Associated University Reimbursement)	\$550.00
MATERIAL HANDLING	Unloading at shipping dock and delivery	\$364.65
ELECTRICITY	Two 50 watt outlets	\$244.00
PHONES	Two standard phone lines, and deposit	\$370.00
CARPET/PADDING		\$238.00
FREIGHT		\$143.00
EXHIBIT TOTAL		\$1,909.65
Air/Ground Transportation/ Registration Fee/ Meals/Lodging	(Julie Kwan, Kay Deeney, Alan Carr, and Douglas Varner)	\$3,038.37
TRAVEL TOTAL		\$3,038.37
GRAND TOTAL		\$4,948.02

EXHIBIT REPORT

I. **DATE OF REPORT:** 4/2/02

II. **NAME OF PERSON SUBMITTING REPORT:** Kay Deeney

III. **EXHIBIT SPECIFICS:**

- **Name of Meeting:** National Science Teachers Association Convention
- **Location:** San Diego, CA
- **Dates:** March 27-30, 2002
- **Staff:** Elaine Graham, Kay Deeney
- **Volunteers:** Judy Bube, University of Irvine; Jennifer Reiswig, University of California, San Diego; Dominique Turnbow, UCLA graduate student
- **Number of Registrants:** 13,640
- **Number of Exhibitors (Companies):** 200

Date	Hours	Visitors	NLM Demos	Internet Demos
3/27/02	2-5	109	23	0
3/28/02	9-5	220	80	1
3/29/02	9-5	148	64	2
3/30/02	9-12	86	16	0
Total	22	563	183	3

IV. **EXHIBIT SUMMARY:**

A. Pre-Exhibit Meetings: N/A

B. Distribution of Pre-mailers, Letters or Invitations: We registered for a Take One service, which allowed attendees to pick up a flyer at the entrance to the Exhibit area that directed them to our booth for a free gift. Since no one came by the booth with the flyer asking for a gift, and the flyer supplies did diminish, we suspect that people just picked up the flyer to read later when they returned home.

C. Booth Location: We had a corner booth in the Life Sciences area. We were way at one end of the Convention Center in the 600s. It did appear that there was more traffic in other areas. The NLM Equal Employment Opportunity Office had a booth right next to ours. Though the EEO booth was staffed only part-time, the generous give-aways attracted lots of attendees, and the booth staffer sent people over to our booth for demos. This was helpful because attendees actually lined up for the demos!

D. Description of System Program Presentations: We demonstrated genetic and other diseases from MEDLINEplus, molecular structures from ChemIDplus, the Visible Human site, PubMed, TOXLINE and ClinicalTrials.gov to people who visited the booth. We attempted to get on the conference program, but information in the exhibit prospectus wasn't clear. We inferred that we would have to pay about \$900 for setting up an exhibitor demo. Information on regional presentations is now up on NSTA's website and is more understandable. We created a handout that is also up on the web:
<http://nnlm.gov/psr/pdf/NSTA%202002.pdf>

E. Problems: One of our computers wasn't useable, so we had only one station for demos at the opening on Wednesday evening. The exhibit people wouldn't let us into the exhibit area before the first opening because they had to finish cleaning the carpets. The Take One service didn't succeed in increasing our booth traffic, although it did give us ideas on how we could improve the flyer next time.

F. User Feedback: Some schools have firewalls or nanny software that may prevent their students from going to several of the sites MEDLINEplus points them to. Several teachers asked if they could link to MEDLINEplus, and we showed them where the info was on the web site. They were very happy to find a resource that would give their students accurate, timely, quality health information. Several teachers taught groups of other teachers, or were affiliated with a university that does teacher training in the summer. University of Nevada, for example, has a summer program for biology teachers that includes a library resource center component.

G. Suggestions/Comments: Several attendees asked for a curriculum guide or lesson plans for using PubMed and MEDLINEplus.

H. Recommendations: Should NLM exhibit at this meeting next year?
Yes, this group is very interested in online access for MEDLINEplus, TOXLINE, and chemical structure information. Since more classrooms are wired or students have access to computer labs, it makes our information more relevant to the teachers.

V. BUDGET SHEET

VI. APPENDICES:

Samples of Promotional Materials Used: In addition to the general NLM and NN/LM materials, a handout was developed specifically for this meeting (see <http://nnlm.gov/psr/pres/>).

BUDGET FORM National Science Teachers Association Convention San Diego, CA March 27-30, 2002		
SPACE RENTAL	10 x 10 Booth rental (Oak Ridge Associated University Reimbursement)	\$1,930.00
MATERIAL HANDLING	Unloading at shipping dock and delivery	\$348.00
ELECTRICITY	Two 50 watt outlets	\$293.00
PHONES	Two standard phone lines, and deposit	\$1,225.00
CHAIRS/COUNTERS		\$461.50
CARPET/PADDING		\$281.75
CLEANING		\$24.30
Special "Take One Free" Promotional Mailing		\$130.00
FREIGHT	Special Note: Increase in shipping charges due to express freight service for immediately following meeting in Long Beach, CA.	\$1,022.17
EXHIBIT TOTAL		\$5,715.72
Air/Ground Transportation Meals/Lodging	(Kay Deeney, Elaine Graham, Jude Bube, Jenny Reiswig, Dominique Turnbow)	\$2487.00
TRAVEL TOTAL		\$2,487.50
GRAND TOTAL		\$8,203.22

EXHIBIT REPORT

I. DATE OF REPORT: April 30, 2002

II. NAME OF PERSON SUBMITTING REPORT: Julie Kwan

III. EXHIBIT SPECIFICS:

- **Name of Meeting:** Primary Medicine Today West 2002, Conference & Exhibition
- **Location:** Long Beach Convention Center, Long Beach, California
- **Dates:** April 4-6, 2002
- **Staff:** Julie Kwan, PSRML
- **Volunteers:** Judy Bube, Science Library, University of California, Irvine; Mary Linn Bergstrom, Biomedical Library, University of California, San Diego; Dennis C. Ritchey, Kaiser Permanente Drug Information Service, Downey
- **Number of Registrants:**
- **Number of Exhibitors (Companies):**

Dates	Hours	Visitors	NLM Demos	Internet Demos
4/4/2002	8:45 am – 4:00 pm	186	56	0
4/5/2002	8:45 am – 4:00 pm	142	44	0
4/6/2002	8:45 am – 1:30 pm	113	40	1
TOTAL		441	140	1

IV. EXHIBIT SUMMARY:

The Pri-med Conference & Exposition includes two components. The Conference, Current Clinical Issues in Primary Care, includes a roster of clinical courses designed by the Harvard Medical School and the UCLA School of Medicine. The second part is the exhibition, including a large number of exhibitors. The Pri-Med Conference & Exposition is offered in five regions throughout the country. This meeting was the 7th annual Pri-Med West; attendees are approximately 70% physicians, 15% nurse practitioners, and 15% physician assistants. According to Pri-Med representatives, the western conference is the only one of the regional meetings that has had representation from NLM or the NN/LM. Enrollment fees for the attendee are very low (\$35 if pre-registered on the Web); consequently this meeting is attractive to exhibitors for the number of primary care providers who attend.

A. Pre-Exhibit Meetings: N/A

B. Distribution of Pre-mailers, Letters or Invitations: N/A

C. Booth Location: The booth was located at the very end and in the back of the exhibit hall and was not in a primary traffic area. However, it was relatively close to one of the exits of the lecture hall, and we had a reasonable amount of traffic. Booth assignments are based on a priority point system and are made on-site during the conference for the next year's meeting.

D. Description of System Program Presentations: PSRML was not on the conference program; our role was in the exhibition only. Two presentations in the conference were particularly relevant to our exhibit. The keynote address on Saturday, April 6, was titled "What's important about evidence-based medicine?" On Thursday, April 4, there was a presentation titled "From Bedside to Website" that addressed web sites for the general public. MEDLINEplus and the Stanford Health Library were both included in this talk. (Stanford Health Library is an Affiliate Member of the NN/LM.). At the booth, we featured both Systematic Reviews and MEDLINEplus while addressing other NLM products and services.

E. Problems: N/A

F. User Feedback:

- Exhibit visitors who attended the evidence-based medicine keynote address were especially interested in PubMed's Systematic Reviews feature.
- One physician who serves as chair of his hospital's library committee was eager to have us follow-up with his hospital librarian about LinkOut for Libraries.
- One physician asked about a drug currently being investigated in Germany. We were fortunate to have a drug information specialist at the booth at that time who could provide expert advice on how to find information on this drug.
- Two doctors expressed interest in NLM's Medical Informatics Course. We listed this on the handout, and they asked specifically about this.
- One teleradiologist asked about library services in Newberry Park, California. He provides service to physicians in Alaska. He recently moved to California from Washington State. He is interested in web delivery of Loansome Doc articles. We referred him to resource libraries offering this delivery mechanism.
- Physicians would like more CME opportunities, especially activities they can do from the office or from home such as web tutorials.

G. Suggestions/Comments

- Lessons Learned: We were surprised as many as one-third to one-half of the attendees did not know about MEDLINE, PubMed, or, in some cases, the National Library of Medicine. This contrasted considerably with meetings of specialty societies where we find most attendees are aware of these. Many also did not have an affiliation with a library.
- All of the librarians who attended made useful contacts for their primary professional assignments.

- We made a special attempt to promote NLM products and services to exhibitors at the Scientific Exhibits; they appreciated our reaching out to them.

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer):

Yes, I recommend continuing this meeting in our region and suggest that other regions explore it as well. The western and eastern conferences have perhaps the greatest attendance.

V. BUDGET SHEET

VII. APPENDICES:

Samples of Promotional Materials Used: In addition to the general NLM and NN/LM materials, a handout was developed specifically for this meeting (see <http://nnlm.gov/psr/pres/>).

BUDGET FORM Primary Medicine Today West 2002, Conference & Exhibition Long Beach, CA April 4-6, 2002		
SPACE RENTAL	10 x 10 Booth rental	\$2,655.00
MATERIAL HANDLING	Unloading at shipping dock and delivery	\$334.50
ELECTRICITY	Two 50 watt outlets	\$300.00
PHONES	Two standard phone lines, and deposit	\$700.00
CHAIRS/COUNTERS		\$458.00
CARPET/PADDING		\$314.00
CLEANING		\$29.70
FREIGHT		\$339.48
EXHIBIT TOTAL		\$5,130.68
Air/Ground Transportation Meals/Lodging	(Julie Kwan, Judy Bube, Mary Linn Bergstrom, Dennis Ritchey)	\$874.57
TRAVEL TOTAL		\$874.57
GRAND TOTAL		\$6,005.25

APPENDIX F

Los Angeles Times Article, February 19, 2002

UCLA Library: A Home for the World's Collective Knowledge

Los Angeles Times article, February 19, 2002

The UCLA Library:

A Home for the World's Collective Knowledge

Albert Carnesale / CHANCELLOR OF UCLA

If you would like more information about these efforts, call toll-free: 1-866-UCLA4LA. Or visit www.ucla.edu/4LA. We look forward to talking with you.

This is one in a series of articles that will appear in the Times' op-ed section every other Tuesday. This message was sponsored by private donations.

The recent addition of renowned writer Susan Sontag's extraordinary literary archive further expands the UCLA Library's vast and comprehensive collection. Our library, like all great libraries, is a home for the world's collective knowledge, enabling us to learn from the most significant thinkers, writers, statesmen, scientists, historians, artists, and visionaries of all time.

Great universities have great libraries. At UCLA, we have one of the most outstanding academic research libraries in the world. Steeped in the University's rich legacy, the UCLA Library system comprises the College Library, the Charles E. Young Research Library, and numerous individuals subject libraries. Collectively, they are home to more than 7.6 million volumes; 90,000 current periodicals; millions of manuscripts; and a growing number of electronic journals and databases, all of which are utilized every day by thousands of students, faculty, staff, and visitors.

Advances in information technology provide libraries with opportunities to extend their reach, and UCLA leads the way in incorporating technology into the traditional library experience. The 1997 renovation of Powell Library, for example, transformed one of UCLA's four original buildings into a model for integrating such mainstays as stacks and reference desks, with innovations such as computer workstations and network-wired study rooms.

Digitization of a variety of materials now enables people worldwide to avail themselves of many of our Library's holdings — right from their desktops. Technology also transforms the way teachers and scholars incorporate library materials into instruction and research. The human connections among librarians, students, and scholars, however, remain essential. For instance, the traditional role of librarian-as-teacher has expanded to include advising students on how best to utilize and cite both electronic and conventionally published materials. Professors can conduct class sessions in the libraries, affording uniquely inspiring environments for discussion and debate. And students also can make use of library-based gathering spaces for research, study, and the free exchange of ideas. Along with its functions in teaching and research, the UCLA Library often serves as a cultural hub. Programs such as the Powell Library Music Series, held in the

Powell Library Rotunda, provide welcome study breaks throughout the academic year, and many libraries present exhibits that showcase the University's wide array of cultural offerings.

UCLA also hosts special events to celebrate the Library's many achievements and milestones, including the recent commemoration of the 50th anniversary of the Department of Special Collections. We take pride in the UCLA Library's role as a prominent resource for the Greater Los Angeles community, and we encourage visitors to peruse its holdings and enjoy its public events. In addition, UCLA-based programs like the Pacific Southwest Regional Medical Library, which provides medical information to physicians, students, and consumers throughout the West, are further evidence of our Library's service to the broader community.

All of us at UCLA treasure the legacy that is the UCLA Library. With its distinguished collections, technologically advanced facilities, and superb programs, it is an intellectual link between the campus and the global community. As Susan Sontag has said, "UCLA and its remarkable libraries offer, for those who desire it, an extraordinary and intense environment for learning." We welcome you to visit.